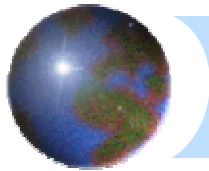


# *Opportunity Summary*

## **Opportunities in Hawaii:**

- **Monthly E-mail blast to Island Bureaus and members soliciting product/campaign news for distribution in Asia**
- **Local liaison office in Honolulu to support coordination of group media trips, travel trade fam trips, and to act as communication liaison**
- **A minimum of 4 major travel trade Fam Trips per year to Hawaii for key planners in China, Korea, and Taiwan**
- **Mini Trade shows in Hawaii with Asian travel trade during these fam trips**
- **A minimum of 4 major group media trips by Asian media with monthly smaller scale media trips**
- **Promotional Events involving local communities – Chinese Festival, Korean Immigration Memorial Festival**
- **Special Events Promotions — Marathons. Festivals, etc.**



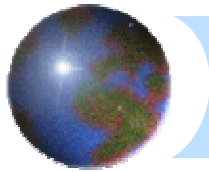


# *Opportunity Summary*

## **Opportunities in Asia:**

- **Monthly newsletter with vendor news/campaigns etc. sent to over 1000 wholesalers and media in each Asian market**
- **New web power with event calendar, news updates monthly**
- **Participation opportunities in 3 major and 4-5 minor Travel Trade/Consumer Shows in Asia**
- **Aloha Cities Seminars in Seoul, Shanghai, and Taipei**
- **Special Events Promotions — Marathons, Festivals, etc.**
- **Promotional Events involving local communities – Chinese Festival, Korean Immigration Memorial Festival**
- **Monthly update E-mail blast sent to all Island Bureaus and members to update on activities/opportunities in Asia**





# *Opportunity Summary*

## **Island Bureau joint marketing:**

- **We will act as eyes, ears, hands, and feet for the Island Bureaus throughout Asia**
- **Encourage vendors to participate in Aloha Cities Seminars in Seoul, Shanghai, Taipei**
- **Representation in Travel Trade/Consumer Shows in Asia**
- **Press trip support for key Asian media**
- **Fam Trip support for key Travel Wholesalers**
- **Mini Trade shows in Hawaii in conjunction with Fam Trips**
- **Special Events Promotions — Marathons, Chinese Festival, Korean Immigration Memorial Festival etc.**

